



# ENRICH

EUROPEAN NETWORK OF  
RESEARCH AND INNOVATION  
CENTRES AND HUBS, USA

Powered by



## ToR - Ambassadors in the ENRICH in the USA Project



## TERMS OF REFERENCE - Ambassadors in the ENRICH in the USA Project

ENRICH is the European Network of Research and Innovation Centres and Hubs. Promoted by the European Commission through Horizon 2020, the ENRICH network currently offers services to connect European research, technology and business organisations with three global frontrunner innovation markets: Brazil, China and the USA.

ENRICH in the USA is powered by NearUS, a H2020 initiative to establish a Network of European Research and Innovation Centres throughout the United States of America. ENRICH in the USA acts as a central contact point for European research and innovation actors seeking to grow and reinforce collaboration across the Atlantic. The mission of the Network is to provide standardised as well as various tailor-made, research & innovation internationalisation support services to European researchers and innovators, to accelerate access to the US market, and maximise chances of success.

ENRICH in the USA targets to serve the following actors:

- Accelerators
- Businesses
- Clusters
- Entrepreneurs
- Funding Agencies
- Incubators
- Networks
- R&D institutes and labs
- Research managers and administrators
- Research Parks
- SME's
- Start-ups
- Universities
- University Associations

ENRICH in the USA includes the following entities:

- **One “Coordination Node” in Europe** (at EBN)
- **One “Coordination Node” in the US** (at InBIA)
- **Two physical Centres:**
  - **San Francisco Centre:** ENRICH West Coast Centre
  - **Boston Centre:** ENRICH East Coast Centre
- **Five Landing Hubs across the US**, and plans to expand the ENRICH in the USA Network beyond these first five Hubs, over four years.

The ENRICH in the USA Network is built on local US experience and strong existing ties between the EU and USA, while providing new researcher- and entrepreneur-serving capabilities which address the resource gaps necessary to enable access for all EU Member States and Associated Countries, as well as every state in the US.

A variety of services are proposed for researchers and entrepreneurs engaged by the Network during the pilot phase, then the Centres' pilot activities will be evaluated to inevitably retain the initiative's most successful components to ensure a sustainable plan for ENRICH in the USA in the future.

Services will target various commercially viable technology maturity levels, both research-oriented and market-oriented and will include research connection symposia, business

matchmaking opportunities, working visits and innovation tours to US organisations to explore technology/product partnerships and/or business development middle/long term opportunities, pitching to potential investors, entrepreneurial bootcamps, workspace access, hands on business acceleration programmes, and more. As the ENRICH in the USA initiative is highly competitive to best serve the strongest researchers and entrepreneurs, all services must be applied for through an open and transparent selective mechanism.

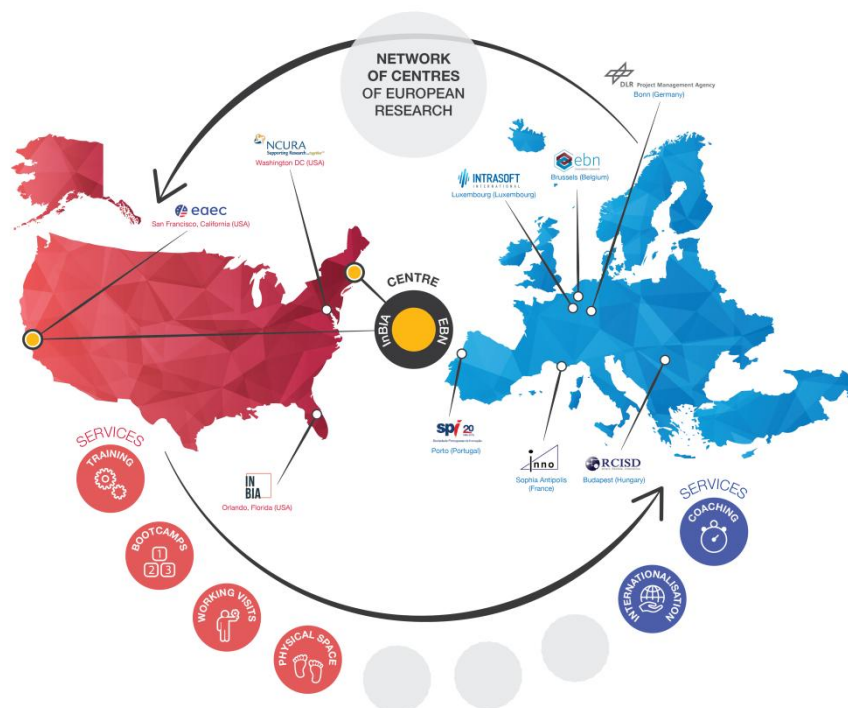
60 “Ambassadors” in the EU and USA currently support ENRICH in the USA and ENRICH in the USA, with more expected in the future.

### ENRICH in the USA Consortium:

**Coordinator:** German Aerospace Centre (DLR), Germany

### Partners:

- > inno TSD, France
- > European Business and Innovation Centre Network (EBN), Belgium
- > International Business Innovation Association (InBIA), USA
- > European American Enterprise Council (EAEC), USA
- > INTRASOFT International (INTRA), Luxembourg
- > Sociedade Portuguesa de Inovação (SPI), Portugal
- > Regional Centre for Information and Scientific Development (RCISD), Hungary
- > National Council of University Research Administrators (NCURA), USA



**Figure 1: ENRICH in the USA Network**

# 1 Ambassadors in the ENRICH in the USA project

## 1.1 Overview

### Concept

Ambassadors are different types of organisations (or networks) that are active in Research, Innovation and/or Transatlantic collaboration and that have expressed their wish to support ENRICH in the USA. An initial group of 60 Ambassadors has already been identified at the project's initiation – they are willing to contribute to the development of the Network of Centres and provide input to the Network's activities. It is expected that the number of the Ambassadors will grow over time.

ENRICH in the USA Ambassadors can be more or less active in the network, according to the interest and potential synergies of each Ambassador. There are opportunities for many different types of organizations to become ambassadors. Potential ambassadors may include, but are not limited to, organisations providing the following types of services:

Legal services	Curriculum development/programming
Accounting/bookkeeping	Feasibility studies
Community planning	Sales consulting
Construction services	Marketing consulting
Architectural services	Technical consulting
Grant writing	Regulatory consulting
ITAR or other compliance consulting	Third-party product validations
Marketing or Public Relations services	Manufacturing
IT/Telecom services	Prototyping
Creative/Web Design	Financial Services
Multpliers	Entrepreneurship Centers
Regional Innovation Clusters	Office Supply Vendors

The concept, benefits, and other elements described below might evolve as the initiative progresses, in which case the ToRs will be updated. The Ambassadors are also welcome to provide suggestions (contact details below).

### **Benefits for the Ambassadors:**

- Fast track connection to and engagement with European Research and Innovation Actors
- Gaining visibility through exposure to the ENRICH in the USA network including clients, Hubs and Centres
- Early-access to information (ahead of external organisations) in case the ENRICH in the USA is seeking external service providers e.g. providing events with a venue or delivering a specific service.
- Eligibility to host EU-based or US-based training events or services of ENRICH in the USA or other programmatic elements (in collaboration with ENRICH in the USA).
- US-based Ambassadors may become ENRICH in the USA Landing Hubs and host European researchers and entrepreneurs for soft landing services, if they meet the required criteria<sup>1</sup>.

### **Roles and expectations from the Ambassadors:**

The Ambassadors can assess how they would like to contribute based on their own interests and field of expertise.

The three categories serve as guidelines only, and ambassadors are of course welcome to demonstrate how best they can contribute.

#### **1. Outreach**

Ambassadors that spread the word about the initiative, market it to potential participants, local/regional partners and other ambassadors. Includes also promotion of relevant calls, project events and activities, etc. These ambassadors represent organizations that share common audiences or portions of the ENRICH promotional audience. Outreach

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<sup>1</sup> <https://inbia.org/global-programs/soft-landings/>

ambassadors are primarily seeking high-level exposure for their products/services and would receive cross-promotion from ENRICH.

## 2. **Programmatic**

Ambassadors that are interested in providing content, resources or services to participants. These organizations will be able to cross-promote on outreach efforts but also may deliver content based on subject matter expertise to ENRICH channels (either self-created or collaboratively with ENRICH) for mutually benefitting opportunities of knowledge transfer. For example, providing specific input to the studies needed by the EU R&I community or contributing to the ENRICH in the USA training and networking events, when relevant.

## 3. **Advocacy:**

Ambassadors that would not only be able to provide value similar to an outreach and/or programmatic ambassador but would serve as advisors to the network, provide support with sustainability, funding, or develop collaborative initiatives with ENRICH, etc. For example, working with ENRICH network to provide support capital raising and business development efforts, i.e. bring important investment/potential business opportunities to the ENRICH in the USA service users.

### **Legal status:**

The status of the Ambassador is not legally binding. Ambassadors are not consortium partners.

### **Means of communication:**

A mailing list, [ambassadors@usa.enrichcentres.eu](mailto:ambassadors@usa.enrichcentres.eu) has been created for outgoing messages. General enquiries can also be sent to the aforementioned email address.

Currently, there is no plan to organise physical meetings with the Ambassadors of the ENRICH in the USA. However, the project will regularly communicate and exchange with the Ambassadors, when required. A summarized calendar of the ENRICH in the USA events, which is anticipated to be beneficial to the Ambassadors, will become available on the ENRICH in the USA website.

### **Confidentiality Issues:**

The Ambassadors will receive only non-confidential information, so that they can act as a multiplier for the project results without risking infringement of confidentiality

### **Reporting requirement:**

All ambassadors are expected to communicate with ENRICH in the USA regularly with any needs or questions and to assist in their pre-determined roles. There are no more formal reporting requirements for the Ambassadors, except if they act as service providers for ENRICH in the USA – in that case, reporting requirements will be agreed on separately. Ambassadors will be invited to renew their commitment to ENRICH in the USA at the beginning of each calendar year.

### **Resources:**

The Ambassadors do not receive funding or payment unless agreed otherwise on a case-to-case basis. There is no fee to become an Ambassador.

## **1.2 Expression of Interest**

An Ambassador can join at any time. To become an Ambassador, one must fill in an application form via the ENRICH in the USA website. Criteria for being chosen are: added value for the project's activities based on complementary knowledge or resources, as well as strong interest to join the Centres' and Landing Hubs' (the project) activities building on own resources.

## **1.3 Access Right**

The Ambassadors will not be granted any Access Rights to the project results, since they are neither a Partner of the Consortium nor an Affiliated Entity of the Consortium.

## **1.4 Contact Points for the Ambassadors**

You can be in touch either with the primary contact, or with any of the ENRICH in the USA team members indicated below.



Margaret Mulligan, EBN: [Margaret.Mulligan@ebn.eu](mailto:Margaret.Mulligan@ebn.eu) – primary contact at the Network Coordinating Node in Europe

Jack Henkel, InBIA: [jhenkel@inbia.org](mailto:jhenkel@inbia.org) – primary contact; East Coast Centre Representative

Sebastien Torre, EAEC: [storre@eaecouncil.com](mailto:storre@eaecouncil.com) - West Coast Centre Representative

Johanna Füllmann, DLR: [Johanna.Fuellmann@dlr.de](mailto:Johanna.Fuellmann@dlr.de) – project coordination team

## 1.5 ENRICH in the USA Network (part of ENRICH - European Network of Research and Innovation Centres and Hubs)

Network in Europe 	Network in the US 
<p>European Business &amp; Innovation Centre Network (EBN)</p> <p><b>Robert Sanders</b> <a href="mailto:robert.sanders@ebn.eu">robert.sanders@ebn.eu</a></p> <p><b>Margaret Mulligan</b> <a href="mailto:Margaret.Mulligan@ebn.eu">Margaret.Mulligan@ebn.eu</a></p>	<ul style="list-style-type: none"> <li>• <b>East Coast Centre representative:</b> International Business Innovation Association (InBIA)</li> </ul> <p><b>Jack Henkel</b> <a href="mailto:jhenkel@inbia.org">jhenkel@inbia.org</a></p> <ul style="list-style-type: none"> <li>• <b>West Coast Centre representative:</b> European American Enterprise Council (EAEC)</li> </ul> <p><b>Sebastien Torre</b> <a href="mailto:storre@eaecouncil.com">storre@eaecouncil.com</a></p>